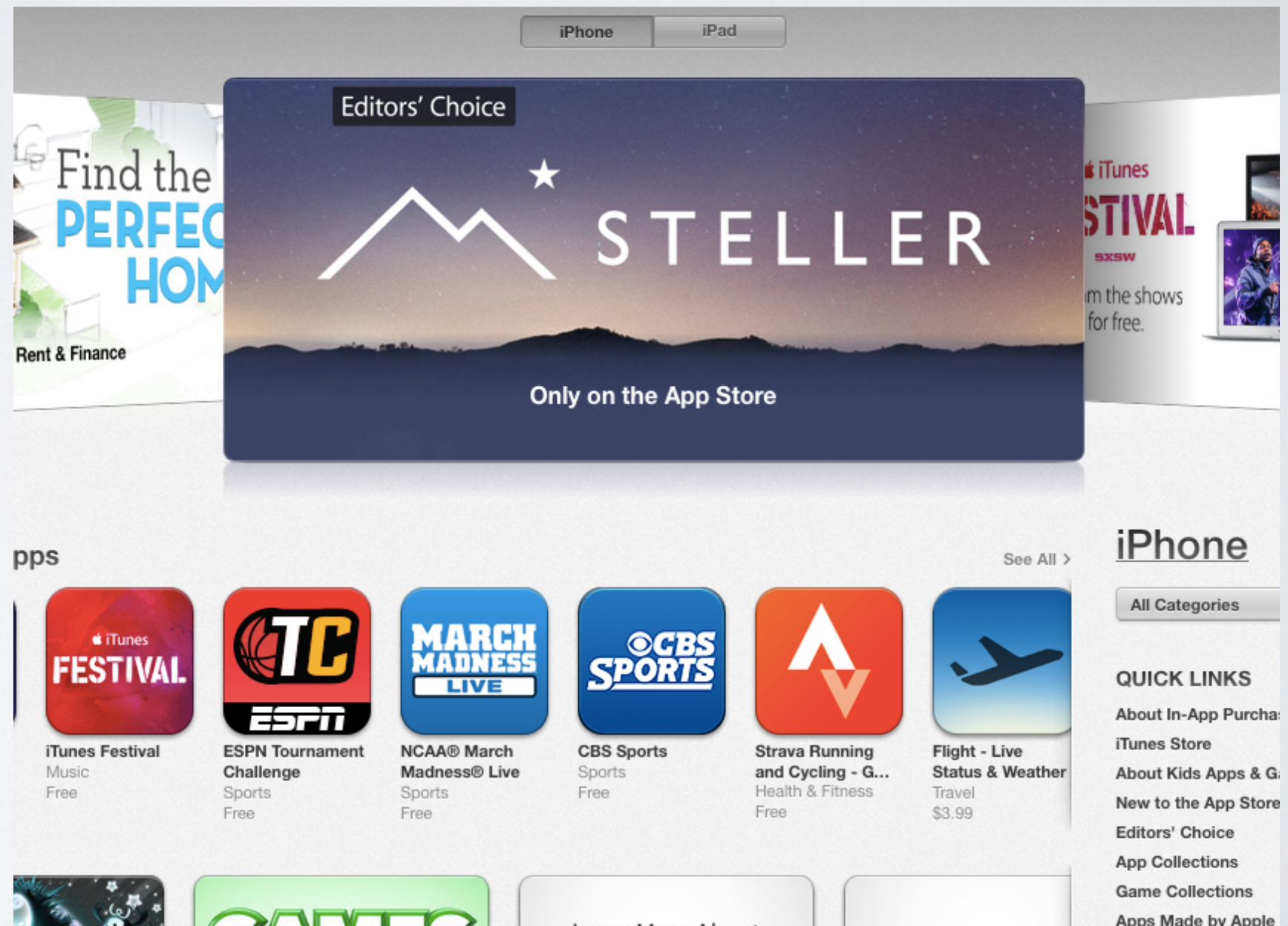


APP MARKETING BASICS

APP STORE PACKAGES

- App icons
- App store copy
- Screenshots



App Icons

- What's going to draw your user's attention?
- What's been done before?



App Store copy

Description

Can you stop the dastardly Dream Meanies from ruining Edgar's dreams?

Young Edgar is sleeping like a baby and having delightful little dreams. But the dastardly Meanies are out to ruin all that.

Round up the Meanies before they dash Edgar's dreams. And watch out for the Night Terrors! Fortunately, the Power Naps are here to help.

More dreamy bits:

- * 5 unique Meanies, with different colors and powers
- * 2 delightful power ups (Power Naps)
- * 2 fiendish power downs (Night Terrors)
- * All original art and soundtrack
- * Integrated Scoreloop leaderboards

Find out more about Dream Meanies at <http://dreammeanies.com>.

Follow @smplanetdigital for app updates and other news.

For Dream Meanies support please email info@smallplanet.com.

Description

Featured in the App Store "Best of 2012" Collection

"Clear's interface is elegant and clever..." — The New York Times

"Clear is quick, simple, intuitive, and perfect for busy people" — Gizmodo

"If you're regularly turning to a simple to-do list app... Clear is definitely going to wow you." — TechCrunch

Life is messy. Keep it together with Clear, an amazing new app for list-keeping that is unbelievably simple, quick and satisfying to use.

Clear is designed with simplicity and flexibility in mind and works great with any list you throw at it!

Try it with a:

- Personal to-do list
- Shopping list
- Quick notes list for phone numbers and things
- List of movies to watch, or books to read
- Guest list for that party
- Bucket list for those big life goals


We became obsessed with how to simplify our lives without adding clutter... Our solution is Clear.

Give it a try and tell us what you think.

Clear for iPhone is not affiliated with or endorsed by CLEAR Wireless.

Screenshots

App Store > Social Networking > Mombo Labs LLC



Steller

Mombo Labs LLC >

Details Ratings and Reviews Related

Free

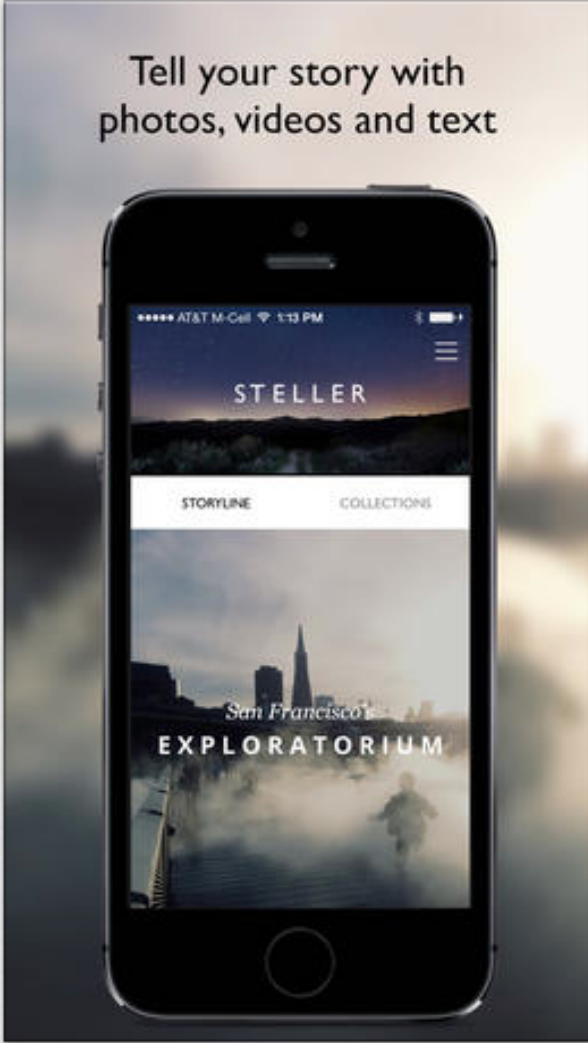
★★★★☆ (179)
Rating: 12+


LINKS
[Privacy Policy](#)
[Developer Website](#)

© Mombo Labs, Inc

iPhone Screenshots

Tell your story with photos, videos and text

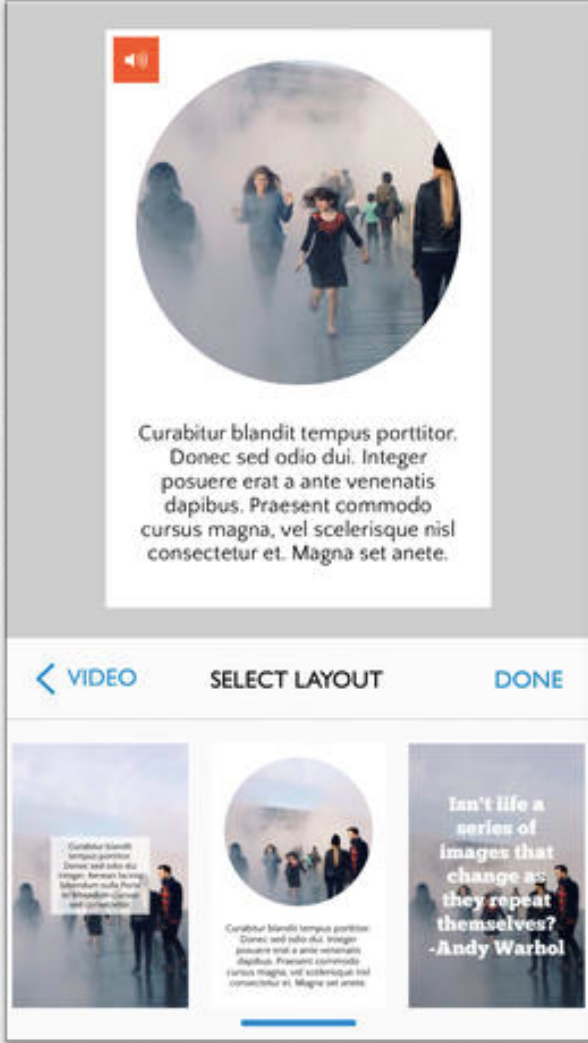




the Exploratorium

The Exploratorium in San Francisco is a perfect way to spend an overcast Saturday in San Francisco. Located on pier 15, the Exploratorium will keep you busy for hours. I loved the fog bridge outside designed by Fujiko Nakaya. Water pumped at high pressure through more than 800 nozzles creates an immersive, foggy experience - which is funny considering San Francisco is often hidden in the fog.

Karen Poole 2/5



Curabitur blandit tempus porttitor. Donec sed odio dui. Integer posuere erat a ante venenatis dapibus. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Magna set anete.

< VIDEO SELECT LAYOUT DONE

Isn't life a series of images that change as they repeat themselves? -Andy Warhol

Assume no one reads the app store copy!

Screenshots

[App Store](#) > [Productivity](#) > [Realmac Software](#)



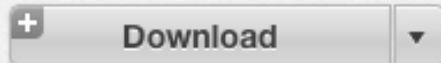
Clear – Tasks & To-Do List

Realmac Software >

Details

Ratings and Reviews

Related

 **Download**

This app is designed for both
iPhone and iPad

★★★★☆ (304)

Rating: 4+

LINKS

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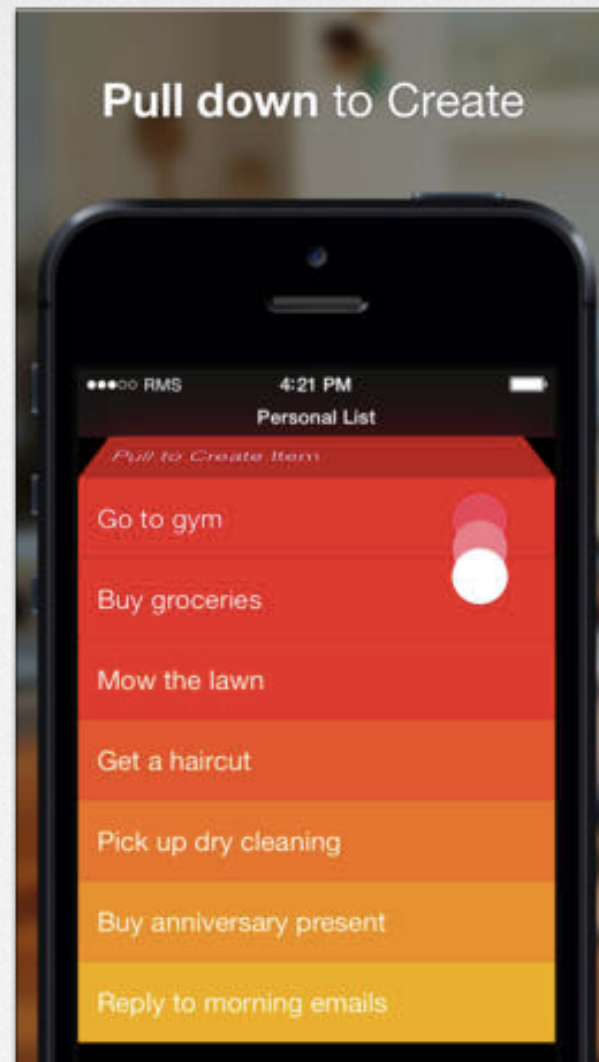
© 2014 Realmac Software Limited

Screenshots

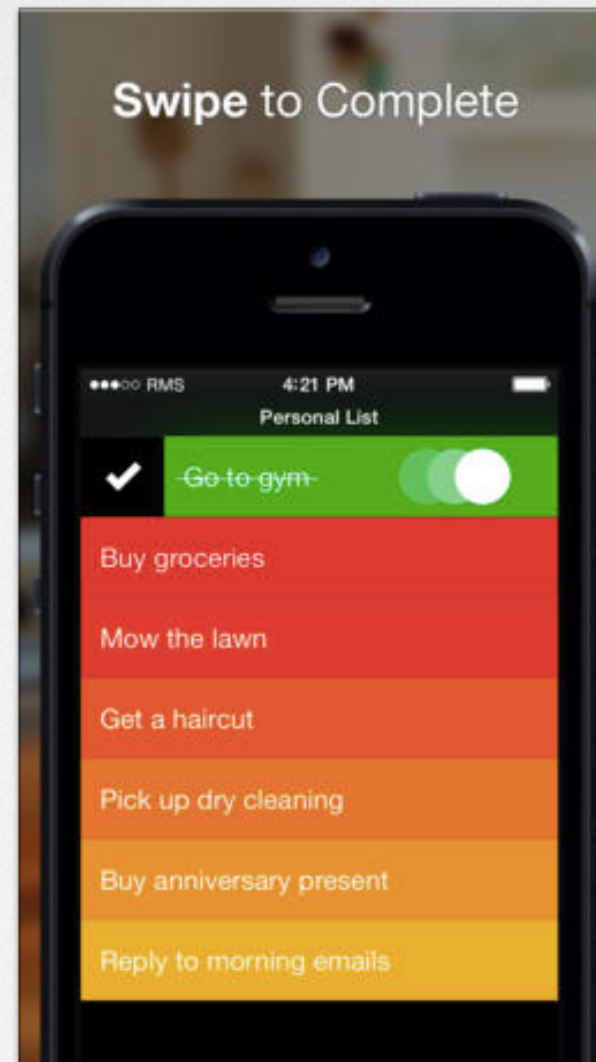
iPhone

iPad

Pull down to Create



Swipe to Complete



Pinch to navigate up



Screenshots



Dream Meanies

Small Planet Digital - March 6, 2013

Arcade

Install



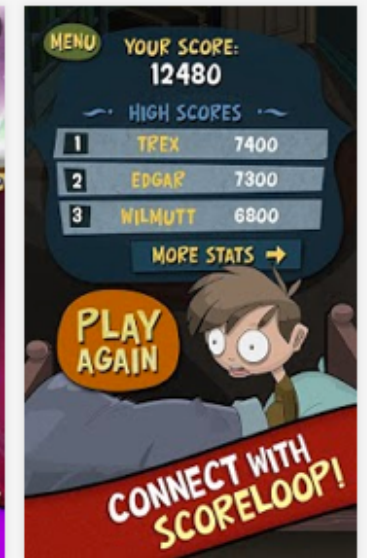
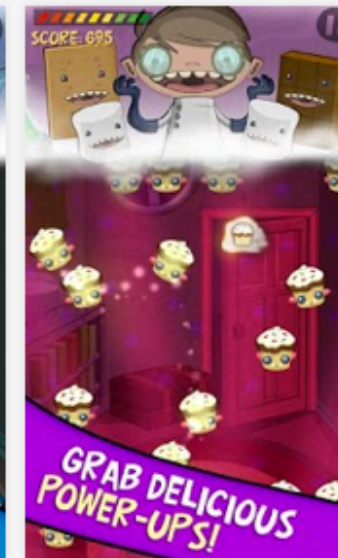
Add to Wishlist

This app is compatible with all of your devices. **Offers in-app purchases**

★★★★★ (1)



+3 Recommend this on Google



Description

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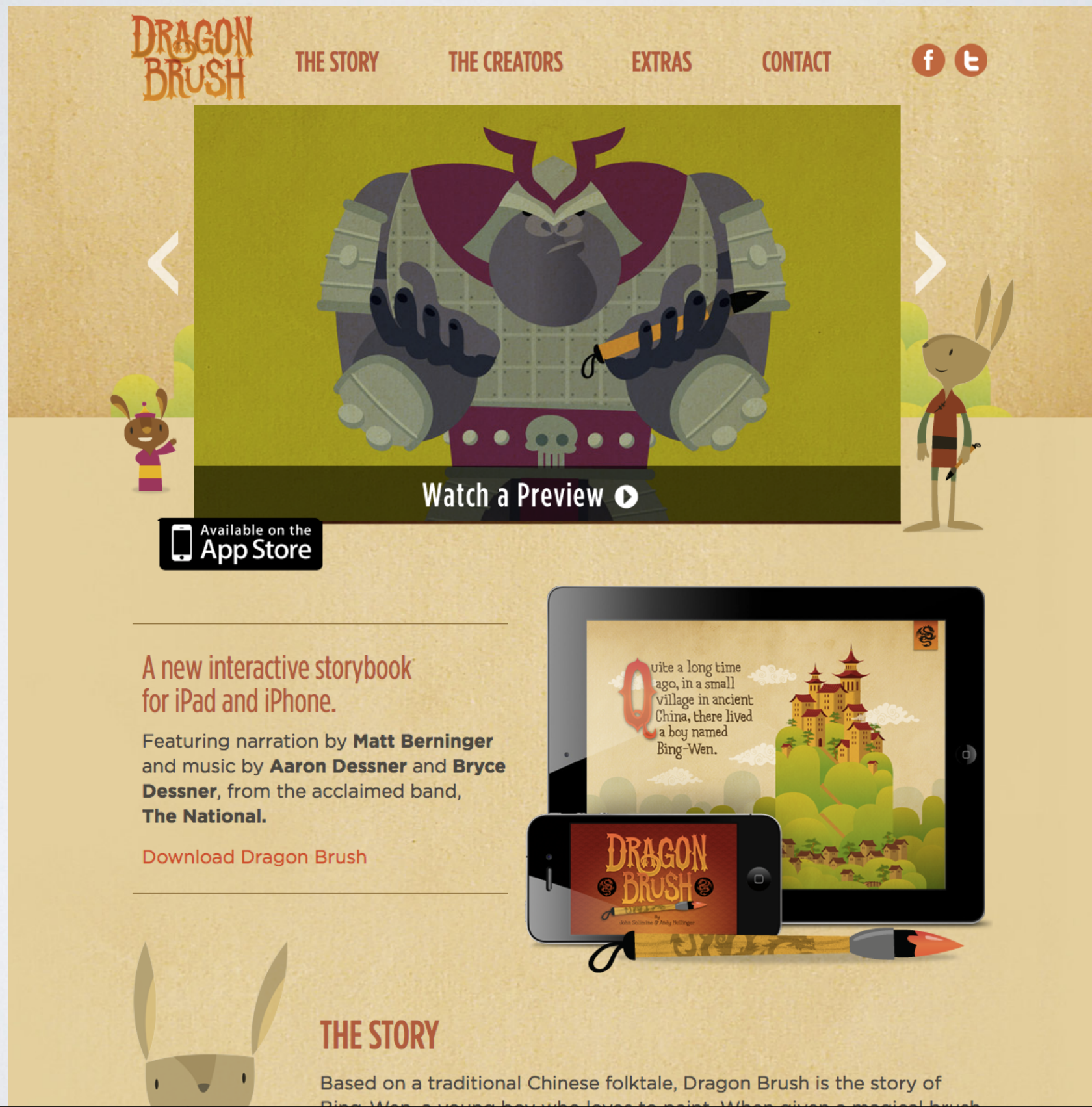
- * 2 delightful power ups (Power Naps)

- * 2 fiendish power downs (Night Terrors)

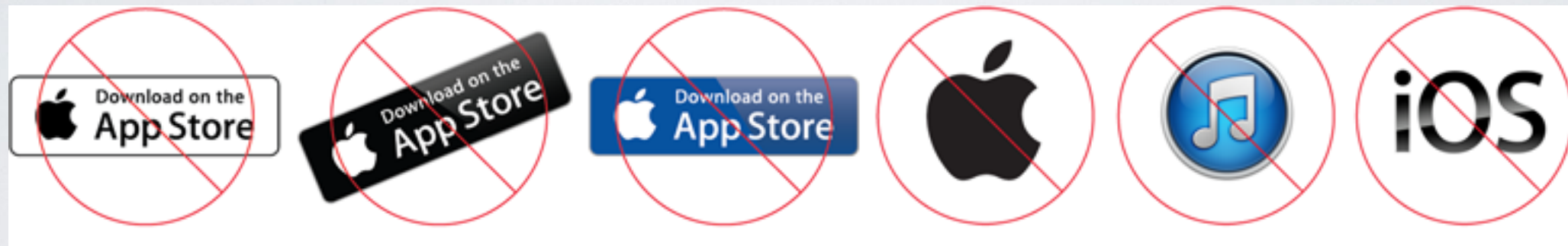
- * All original art and soundtrack

- * Integrated Scoreloop leaderboards

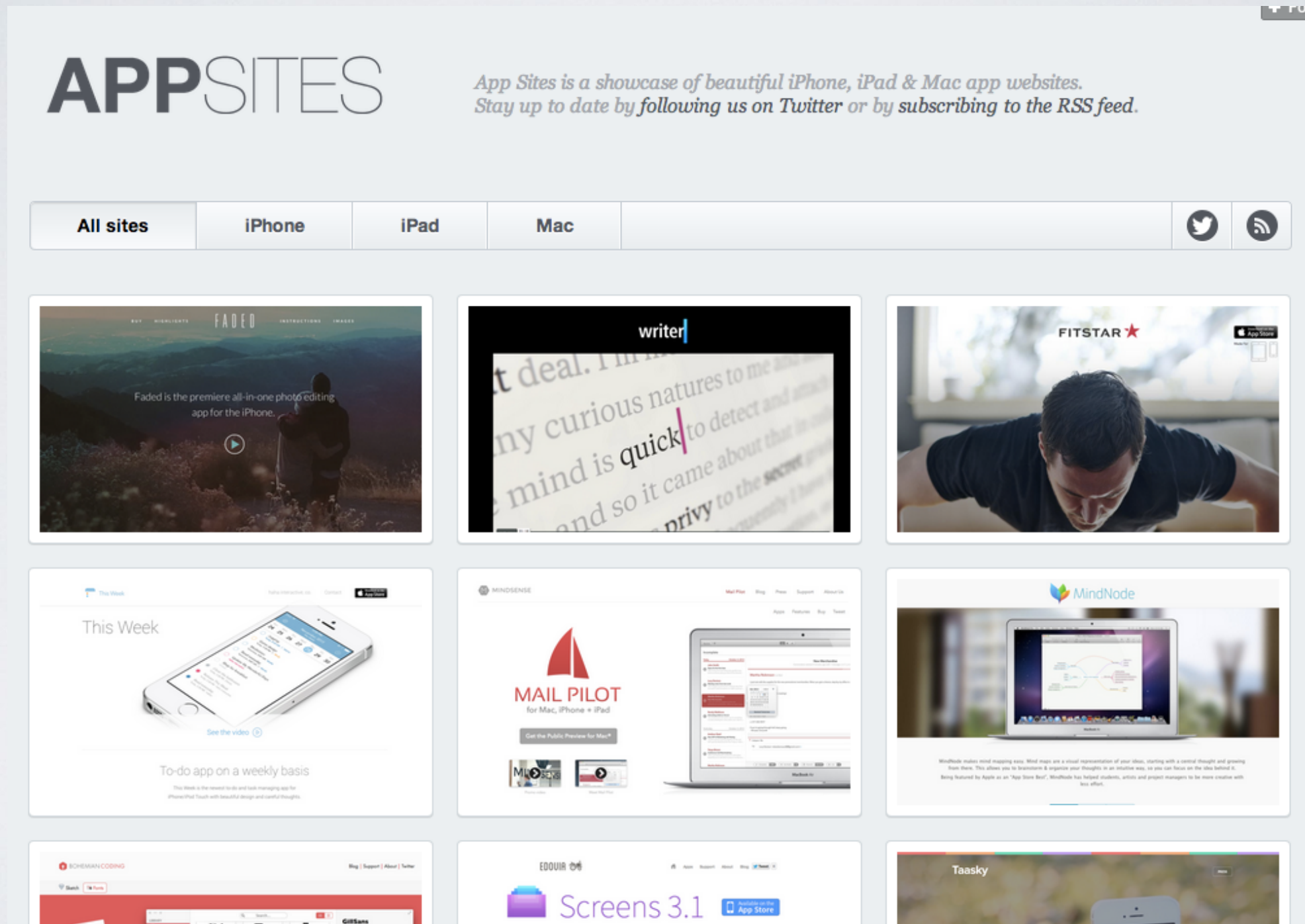
MAKE A WEBSITE



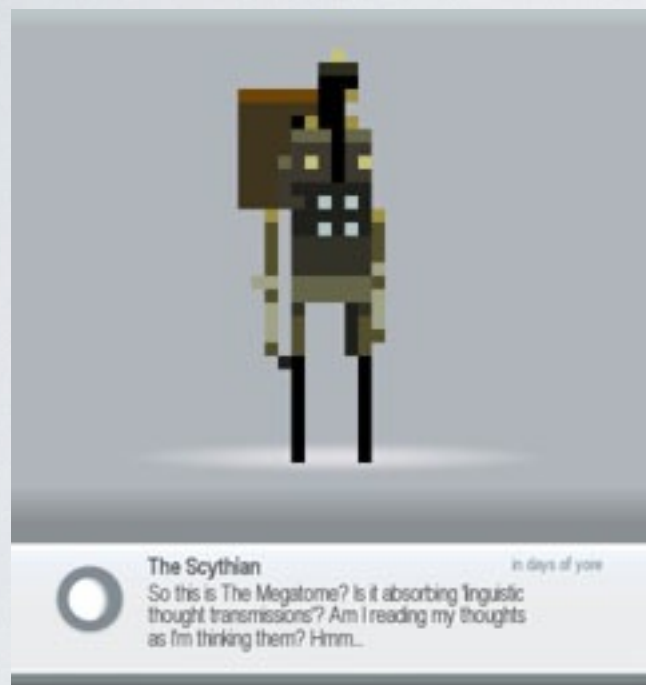
Keep in mind: there's a "right" way to showcase your app



Appsites.com is a great source for inspiration!



USE SOCIAL MEDIA



DOTS

DOWNLOAD

Available on the App Store GET IT ON Google play

CONNECT WITH US

Archive
Facebook
Twitter

TEAM

Patrick
Paul
David
Adam
Saskia

Hope Dot

I can be anything.

Don't give up! - a dots doodle

2 days ago
#dots #st patricks day #hope #dots game #gaming #app

Hatch shared a link.
December 18, 2012

I'm a new kind of pet looking for an iPhone to call home. Will you adopt me and my friends? <http://hatchpet.com/>

<http://www.hatchpet.com/hatchpet.com>

Like · Comment · Share 22 4

Hatch
November 20, 2013

I'd love to hear all of your name ideas, and maybe you'll inspire someone having a hard time settling on the perfect one!

happy hatch day!

It's the big day!
What did you name your pet Fugu?

Like · Comment · Share 716 632 59

1536

THREES
threesgame.com

81,765

Dan

24 6 48 1
768 24 6 3
1536 48 192 24
3 24 3 6

"Terrence"

MAKE 'EM WANT IT

- Mailbox did two things:
 - A limited supply makes things feel exclusive and scarce
 - It can also serve a practical function on the backend



PRESS

- Write a press release & pitch it!
- Offer up promo codes so people can review your app
- Target blogs and publications that have written about similar apps

APP STORE REVIEWS MATTER

- When was the last time you bought/downloaded an app that was poorly rated?
- Encourage everyone you know to download and rate!
- Include a rating reminder in your app, but don't be annoying about it.